

Christopher Moody

- Experience** **2009 - Present** **Isis Innovation Ltd., University of Oxford**
Managing Consultant, Isis Enterprise
Assisting public and private organisations outside the University of Oxford with technology transfer, including support to technology transfer offices, specific project support, workshops and hosting activities and reviews.
- 2008** **Massachusetts, USA**
Director of Field Marketing and Marketing Communications,
Varian Semiconductor Equipment Associates, Inc.
Managed corporate communications, professional development of marketing and sales teams and marketing strategy
- Developed strategies for improving margins and market share for all products.
 - Created and implemented customer value based training programs for the field personnel, including Sales, Marketing and Applications groups
- 2003 - 2007** **New Hampshire, USA**
Vice President, Edgeworth Incorporated
Senior consultant with the global leader in value selling consulting
- Guided clients in identifying, quantifying and selling customer value
 - Developed customized learning tools and training programs tailored to each client's business and customer base
 - Increased clients profitability and market share by significantly improving their capability to sell the value of their products to higher level economic buyers.
- 2002 – 2003** **Pennsylvania, USA**
Vice President, Customer Operations, Kulicke & Soffa Industries,
Corporate officer, reporting to CEO, responsible for global sales, E-commerce, service, applications, customer support for all products, and international subsidiaries
- Achieved revenue of more than \$500 million per year.
 - Restructured global sales force to accommodate acquisitions and implemented new account management, value selling and sales compensation systems
 - Drove continuous lean restructuring of 300+ person sales, E-commerce and service group
 - Established wholly owned subsidiary for direct sales and service in China.
- 1997 - 2001** **Massachusetts, USA**
Senior Vice President, Helix Technology Corporation
Corporate officer, reporting to CEO, responsible for all global customer operations including marketing, sales, customer support, and international subsidiaries
- Established wholly owned subsidiaries for direct sales and service in Japan, Taiwan and Hong Kong

- Grew sales from \$157 million in 1997 to \$253 million for 2000, while maintaining 90% market share and improved margins in Helix's largest markets
- Merged and restructured the world-wide sales and support organizations after the acquisition of Granville-Phillips
- Restructured and enhanced major account management teams

KLA-Tencor Corporation

Yokohama, Japan

1995 – 1997

Vice President, Sales – KLA-Tencor Japan,

Managed field sales and sales administration staff for all KLA-Tencor products in Japan

- Established direct Japanese sales operations, including recruiting and training sales and administrative organizations
- Achieved record revenue (\$400 million +) and increased market share for all products

Director of Sales, Wafer Inspection Division,

California, USA

Responsible for global sales of wafer inspection and defect analysis products

- Achieved record revenue (\$1billion+) and market share for the largest business unit
- Successfully managed factory build schedule during the steepest ramp in the company's history

1985 - 1995

Eaton Corporation, Semiconductor Equipment Organization

North American Sales Manager,

Massachusetts, USA

Managed field sales of all Eaton SEO products in North America.

- Achieved record growth in revenue and gained leading market share position for all products

Product Manager, NV-GSD Ion Implanter,

Massachusetts, USA

Developed and implemented requirements and product marketing plan for new ion implanter

- Successfully guided development of joint Japanese-US product design and marketing programs for the most successful product in the division's history.
- Regained leadership market share worldwide.

Asia Marketing Manager,

Massachusetts, USA

Responsible for regional marketing of all Eaton SEO products

- Established market leadership position for all products in Taiwan, Korea and Singapore

International Marketing Manager - Medium Current Implanters,

Texas, USA

Responsible for marketing of medium current implanters in Asia and Europe

- Successfully introduced new generation system into overseas markets
- Consistently exceeded plan targets in all regions

Education

Doctor of Jurisprudence – Willamette University, Salem, Oregon

Bachelor of Arts – University of the Pacific, Stockton, California